**Authorization Letter for Flagship Store on Tmall.hk**

To Taobao China Holding Limited (“**Tmall Global**”)

We/I, [insert trademark proprietor's full name / company name], are/am the registrant and applicant of and have the full rights and title to use and license, the attached trade mark *[brand name corresponding with trademark certificate supplied]* (the “**Trade Mark**”) on Tmall.hk ([www.tmall.hk](http://www.tmall.hk)).

We, hereby certify that [company name of applicant] (the “**Merchant**”), a company with its registered address at [insert address], is authorized to use the Trade Mark and to set up an online store titled *[brand name corresponding with trademark certificate supplied]* Flagship Store on Tmall.hk.

The valid period of this authorization is from [insert date] until [insert date].

We hereby represent and warrant that we have the full power and authority to grant this authorization.

We hereby undertake that we will not set up any other Flagship Store with the same Trade Mark on Tmall.hk nor will we authorize any other person to set up any Flagship Store with the same Trade Mark on Tmall.hk.

We reserve the right to revoke this authorization throughout the period of validity, however written notice of such revocation will be given to Tmall.hk at least thirty (30) days’ in advance.

We hereby also acknowledge that we have read and are familiar with the Important Notice to Tmall.hk Merchant which is attached hereto.

For and on behalf of

Trademark Owner (Company’s Seal, if any)

**[insert trademark proprietor's full name / company name]**

Signature

Authorised Signatory

[insert full name of signatory]

[insert title of signatory]

Date:

**Important Notice to Tmall.hk Merchant (the “Notice”)**

In accordance with the Tmall.hk Merchant Service Agreement (the “Agreement”) between the undersigned Merchant and Taobao China Holding Limited (“Tmall.hk”), any of the following actions will entitle Tmall.hk to terminate the Agreement and close the Merchant’s store on tmall.hk **immediately** without any liability to Merchant:

1. Merchant provided any information that is not true, accurate, complete or valid or is misleading;
2. Merchant sold counterfeits or infringing goods on tmall.hk; or
3. Merchant sold any products that are not sourced from places outside mainland China or products that are manufactured for sales in mainland China.

The above is **NOT** an exclusive list of all the acts that can lead to the termination of the Agreement unilaterally by Tmall.hk. Please read the Agreement and the rules published on tmall.hk (<https://rule.tmall.hk/rule/index.htm?spm=a2231.7718719.0.0.UiUoZt&acm=lb-zebra-165849-1009184.1003.4.861933&scm=1003.4.lb-zebra-165849-1009184.OTHER_1_861933>) carefully.

**IMPORTANT**: Any operations, actions and undertakings made through Merchant’s Tmall.hk Account will be deemed to have been made by Merchant and the Merchant shall be solely responsible for all legal consequences. Merchant shall not transfer its Tmall.hk Account to any other person or authorize any person to use its Tmall.hk Account without Tmall.hk’s prior written consent.

Capitalized terms used but not defined herein have the meanings assigned to them in the Agreement.

The undersigned hereby acknowledges that it has read, is familiar with and agrees to the terms in the Notice.

For and on behalf of

Merchant (Company’s Seal, if any)

**[insert Merchant's full name / company name]**

Signature

Authorised Signatory

[insert full name of signatory]

[insert title of signatory]

Date: